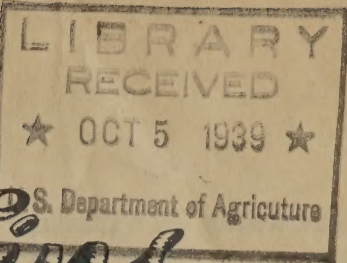


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Some Tips

On MAKING YOUR FILM STRIPS



WRITE YOUR SCRIPT

Make an outline of the story you wish to tell. Decide what you are going to begin with, what you are going to end with and how you are going to get from the beginning to the end.

Arrange the elements of the story in an order that is logical and gives emphasis to important points. In working over this outline cut out all unnecessary detail and any material that has no direct bearing on the story. More film strips are spoiled by telling too much than by telling too little.

From this outline make out a shooting script, which is a list of the pictures you will need, arranged in order and fully described. The object of this script is to determine, before camera work starts, what pictures you are after. Decide what you would like to have to illustrate each step in the story. One picture may do the trick or you may need half a dozen to make a point.



GET YOUR PICTURES

If the shooting script has been worked up carefully pictures should be easy to get. Of course, changes have to be made in light of conditions in the field. It may be impossible to get the picture you had planned on and some other idea of illustration will have to be worked up. Or you may find yourself with the opportunity of taking a shot different from and better than anything planned in the script.

The pictures, like the outline, should tell a story simply and forcefully. Don't get shots full of details that have nothing to do with the subject matter. Avoid shots containing posed people, people standing or sitting stiffly with a having-their-picture-taken expression on their faces. Catch people in action, acting naturally, or when they do not realize the pictures are being taken.



ARRANGE YOUR PICTURES IN SEQUENCE

When the pictures are all taken it will probably be necessary to make changes in the original script. You may not have been able to get shots you had counted on or the ones you got are not good. If so, cut out part of the story and reorganize the whole so that there will be no gaps. Or if you end up with a lot of good pictures you had not counted on, arrange the strip so they can be used at the most effective places. Don't struggle to stick too closely to the original script after the pictures are assembled. Let the pictures tell their own story even if it is not altogether as you planned.

Keep titles and sub-titles as short as possible. If the pictures tell a story as they should in a good film strip, very few words of explanation will have to be added as titles.

When you are preparing the strip watch the following points:

I. Photographic prints:

1. Use good quality black-and-white prints ranging in size from 2x2 inches to 8x10 inches.
2. Remember that the proportion of a film strip frame (single-frame type) is as three (vertical) is to four (horizontal).
3. Be sure to number the photographs lightly on the reverse side in the order in which they should appear in the film strip.

II. Legends:

1. Make your legends as short as possible - not over 9 or 10 words and not more than 2 lines in length.
2. Use local places, names, figures, etc. as much as possible.

III. Readers:

1. Make your readers or sub-titles short. They should not exceed 40 words - preferably 30.

IV. Charts and drawings:

1. Have your charts drawn with simplicity and boldness. All lines should be heavy and black. Simplify the data.

Submitting material for film strip production:

1. Send the Regional Contact Section, Division of Information, AAA, Washington, D.C. a numerical typewritten list showing continuity of illustrations. Also send copy for the preparation of title, credit, and reference frames.

Service for state and county AAA offices:

1. The Regional Contact Section will have your prints trimmed and mounted for the film strip contractor, will edit copy to meet space requirement, and will see that contractor understands what is needed. It is best to allow about a week for our work on the strip and another week for actual production by contractor.
2. For more information write to Regional Contact Section, Division of Information, Agricultural Adjustment Administration, United States Department of Agriculture, Washington, D. C.

Film Strip Projectors

Following is a list of film strip projectors and their cost as of June 1, 1938.

Manufacturer	Model	Price	Carrying Case	Lamp Watts	Remarks
Spencer Lens Co. Buffalo, N.Y.	IT	\$45.	\$3.00	200	All machines for use
	O	25.	2.50	100	in projecting single
	Pocket	20.	1.30	50	frame (35 mm.) film
	Explainer				strips
E. Leitz Co. 730 Fifth Avenue New York City	8-F	109.80	—	250	All projectors are
	Umena	47.50	2.10	100	tri-purpose, ie.,
	Umino	45.	2.10	50	project single frame
	Udimio	45.	Case, film	100	and double frame film
			slide gate&		strips and 2x2" glass
			glass slide		lantern slides
			carrier extra		
Society for Visual Education, 327 S. LaSalle St. Chicago, Ill.	*CC	*35.	—	100	*Tri-purpose. ie., pro-
	Picturol	20.	3.00	50	ject single frame and
	" (Jr)	16.	—	50	double frame film strips
	M	17.50	1.50	50	and 2x2" glass lantern
	L	21.50	—	50	slides.
	F	45.	4.00	200	Others listed are for
					projection of single
					frame film strips only.
L. E. Davidson Angola, N.Y.	Midget	16.50	—		Projects single
					frame film strips
					(35 mm.) only.

*This tri-purpose machine has been found satisfactory by state extension offices. The price to the government is \$30.00.

Lantern Slides

The 2" x 2" lantern slides used in the model CC projector made by the Society for Visual Education, can be made in color on Kodachrome film with a miniature camera such as the Leica, Contax, Retina, or Argus. The cost of Kodachrome film for 18 exposures is \$2.50. This also includes the cost of processing. The cost of material for binding the film between glass is about 5 cents a slide. If 10 of the 18 exposures prove usable, the total cost per slide in color will be around 25 cents.

Color slides are much more attractive and striking in appearance than the old black and white. Slides also, of course, can be sorted into various combinations so that the pictorial presentation can be varied to fit local needs.

For more detailed information on making film strips see "Life for Our Talks" published by the Extension Service, United States Department of Agriculture.

Prepared by the Division of Information
Agricultural Adjustment Administration
U. S. Department of Agriculture

MEMORANDUM

The following information was obtained from the records of the
Department of the Interior for the year ending June 30, 1904.
The total number of acres of land owned by the United States
Government is 1,111,111,111 acres. The total number of acres
owned by the States is 1,111,111,111 acres. The total number
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Approved by the Secretary of the Interior
J. H. Thompson, Secretary of the Interior